

# High Value Marketable Data

## How Much of Your Database is "HVMD"



When assessing the amount of marketing or prospect data you hold, do you just look at the key headline stat, or do you delve deeper?

If you take a look under the surface you can start to gain a better insight into why perhaps your data isn't performing for you. The headline statistic may suggest 50,000 records of marketing data, but how much of this is "HVMD"?

Reducers:

These are aspects that reduce the amount of marketable data you think you have and are key aspects to resolve when considering the hygiene of your marketing data.

- › Company level duplications
- › Contact level duplications
- › Inaccurate intelligence
  - Contacts left company - aged contacts
  - Company details incorrect
- › Low value data
  - For example 10% of your data may be missing information in key fields such as "job title", "industry sector", "employee size"
- › Records like this would not be classified as "HVMD"
- › Incorrect company profiles
  - This section focuses on identifying companies that sit outside your "target market" profile, but exist in your marketing data

If these aspects each have a 5% impact, you could be looking at a 25% reduction on your marketing database. There are many marketing and business benefits to getting this right

1. **Increased forecasting accuracy**
2. **Identifying actual coverage of target marketing**
3. **Cost savings from no longer marketing into non "HVMD"**

To mention a few.

If you would like to talk to AMS about scoping a plan to evaluate the hygiene of your data, please get in touch today.